

# Introducing the U.S. Commercial Service

Nyamusi K. Igambi

Senior International Trade Specialist

Renewable Energy & Energy Efficiency Team Leader

March 2014



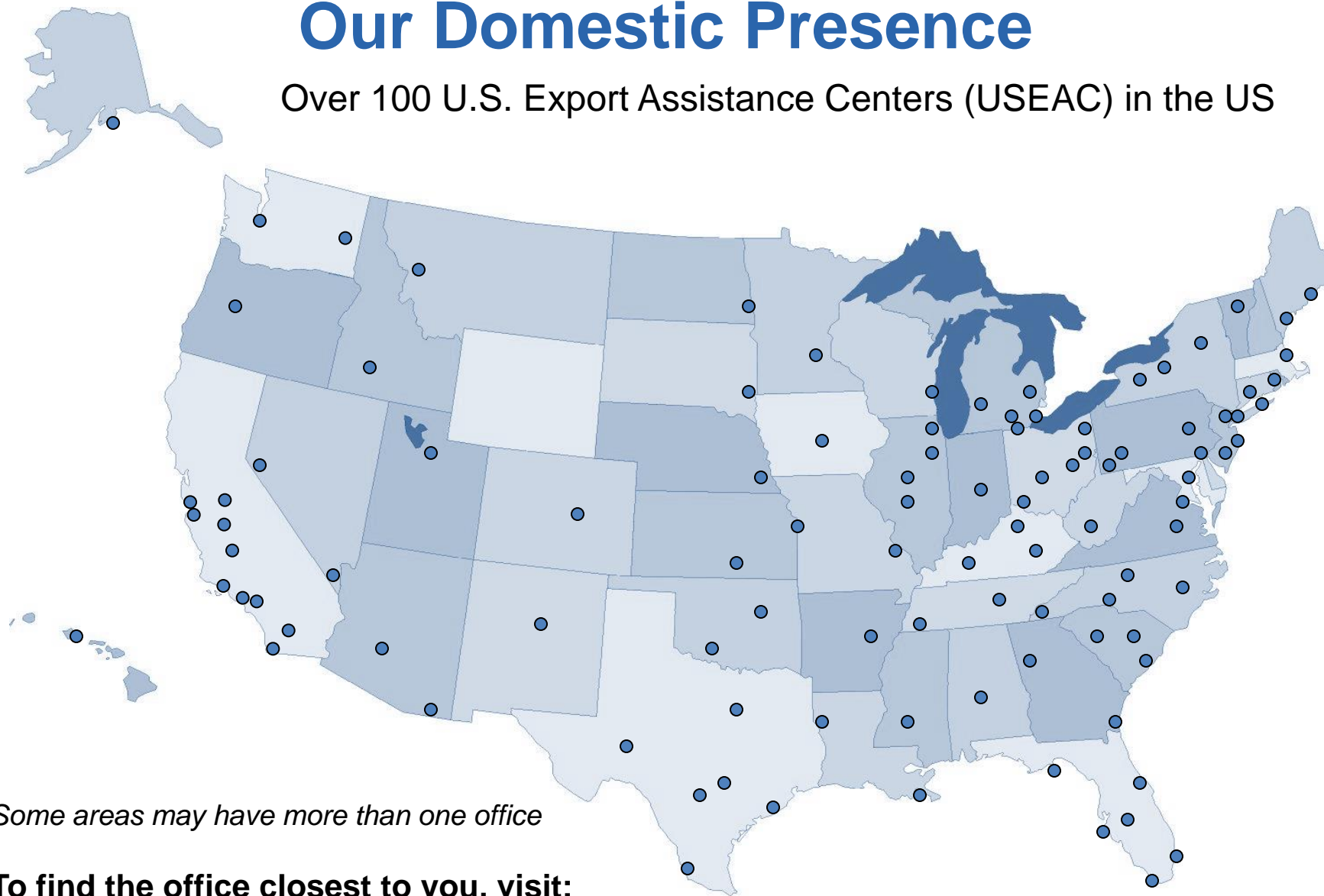
# The U.S. Commercial Service

- **Agency:**
  - U.S. Department of Commerce
- **Mission:**
  - Promote U.S. Exports
  - Protect U.S. Commercial Interests Abroad
  - Facilitate Investment in America
- **Resource for US Companies :**
  - Counseling
  - Matching Making and Promotion
  - Fair and Open Market Access



# Our Domestic Presence

Over 100 U.S. Export Assistance Centers (USEAC) in the US



*Some areas may have more than one office*

**To find the office closest to you, visit:**

**<http://export.gov/usoffices/index.asp>**

# Our Presence in Sub-Saharan Africa

Expands through our Partner Posts



## CS Offices

- CS South Africa
  - Johannesburg
  - Cape Town
- CS Nigeria
  - Lagos
- CS Ghana
  - Accra
- CS Kenya
  - Nairobi

# Understand the Market

## Practical Tip #1

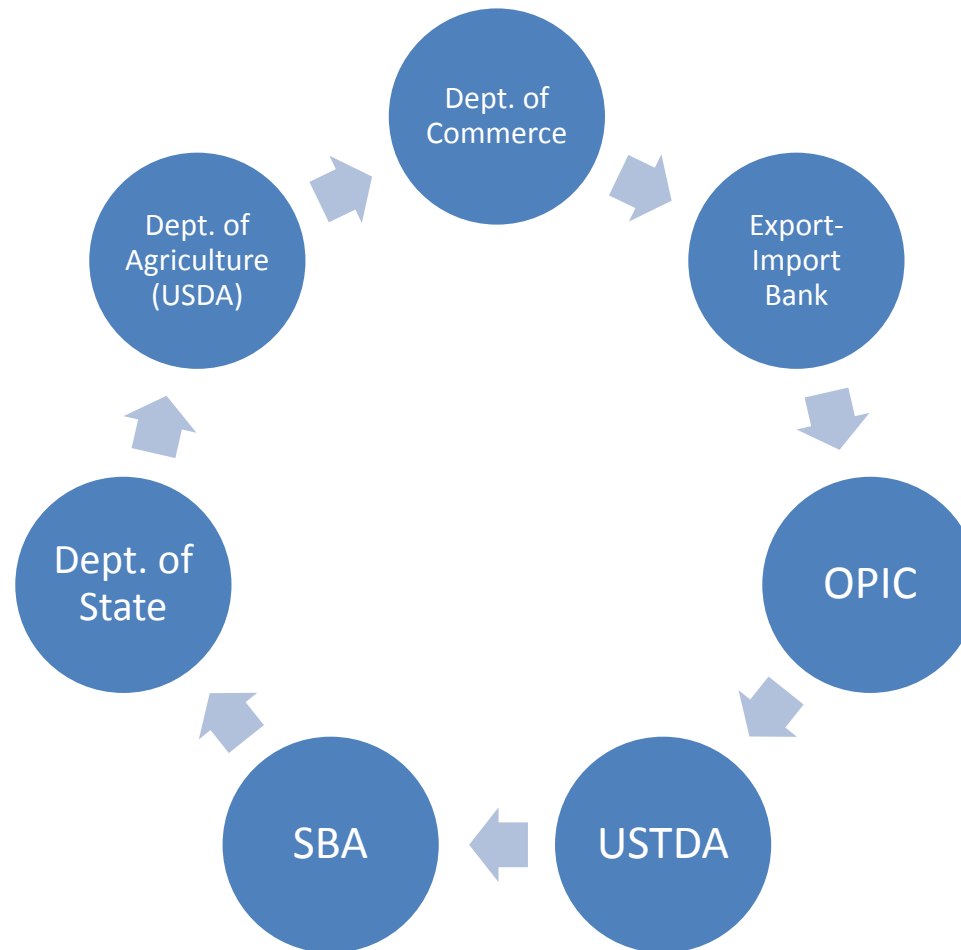
- Visit to understand opportunities
- Are there potential barriers to entry ?
- What is the regulatory environment?

*How the US Commercial Service Can Help:*

- **“Country Commercial Guide”** is a resource
- Arrange a free **Counseling Session**
  - Overview of environment
  - New regulations and standards
  - Contacts for networking



# Brokers of Information



# Choose the Right Partner

## Practical Tip #2

- Identify prospective distributors, sales agents, or partners
- What's their experience? What regions and industries do they cover?
- A critical mistake is rushing into an agreement with the wrong partner

### *How the US Commercial Service Can Help:*

- Locate qualified local companies as partners, agents, or distributors
- Consider our **“Gold Key Service”**



# Do Your Due Diligence



## Practical Tip #3

- Who are their suppliers and vendors? How long have they been in business?
- Perform a background check
  - The 6 D's
- Confirm that they can do what they say they can
  - The 3 V's
- *How the US Commercial Service Can Help:*
  - Conduct a preliminary background check
  - Consider our **“International Company Profile”**



# Promote Your Products

## Practical Tip #4

- If you already have a presence in country, extend your reach
- Target key potential clients by sector and position
- Offer an educational seminar that both informs and provides exposure for your firm

### *How the US Commercial Service Can Help:*

- Consider our **“Single Company Promotion”** service
- We invite contacts among government, media, and private industry
- Helps you identify ideal the audience for your press event, seminar, product launch, or reception.



# Exhibit at the Right Shows

## Practical Tip #5

- Identify the right trade shows for your company
- Translate your materials into the local language
- Arrange appointments ahead of time

## *How the US Commercial Service Can Help:*

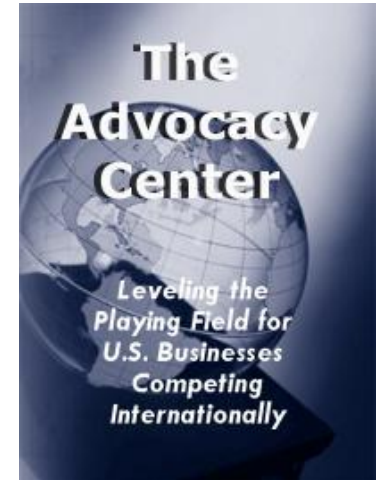
- When available, exhibit as part of a **US Pavilion**
- Promote the benefits of American products and services
- Counseling and support at US Commercial Service Booth



# Compete for Major Projects

## Practical Tip #6

- Compete for key government projects overseas
- Keep in contact with foreign ministries or agencies
- Express interest in bidding for project with meetings



## *How the US Commercial Service Can Help:*

- Contact our office & complete an **Advocacy Questionnaire**
- Advocacy Center:
  - focused on assistance so US goods & services have best possible chance for competing abroad

Visit: <http://export.gov/advocacy>

To find information on bids and market research, visit:

[www.buyusainfo.net/](http://www.buyusainfo.net/)

# Discover Global Markets: Africa, Middle East & India

May 1-2, 2014

San Antonio, TX

Cost: \$315 – Early Registration  
\$395 – After April 10, 2014



This two-day conference will feature commercial officers and industry specialists from over 18 markets.

<http://export.gov/texas/sanantonio/dgm/index.asp>

# Thank you



**Nyamusi K. Igambi**

CS – Houston

Phone: 713-209-3112

E-Mail: [Nyamusi.Igambi@trade.gov](mailto:Nyamusi.Igambi@trade.gov)

Web site: [www.export.gov](http://www.export.gov)

[www.export.gov/africa](http://www.export.gov/africa)